

Message Text

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PAGE 01 MEXICO 08764 021921Z
ACTION ARA-10

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PASS AID/PHA/POP

EO 11652: N/A
TAGS: SPOP, MX
SUBJECT: CONTRACEPTIVE COMMERCIALIZATION

REF: DONNELLY/THOMAS/EICHER TELCON MAY 27, 1977

1. ING. LUIS DE LA MACORRA HAS BEEN PUT IN CHARGE OF
COMMERCIALIZATION FULL-TIME AND IS DEVELOPING PLANS FOR
CONTRACEPTIVE MARKETING, HE HAS ASKED FOR A RANGE OF AID
ASSISTANCE TO GET THE VARIOUS SCHEMES OFF THE GROUND.

2. IN BRIEF, HIS INITIAL PLANS ARE TO SET UP THREE
ORGANIZATIONS: A. A FACTORY TO PRODUCE CONDOMS WHICH WILL
SELL TO THE PUBLIC SECTOR, PLUS TO THE GOVERNMENT
SUPPORTED COMMERCIAL DISTRIBUTOR. (FYI: THERE ARE TWO
COMMERCIAL PRODUCERS OF LONDOMS IN MEXICO AT PRESENT, BUT
MOH AND CPF HAVE DETERMINED THAT THEIR PRODUCT IS IN
EVERY WAY DEFFICIENT AND UNACCEPTABLE).

B. COMMERCIAL DISTRIBUTION COMPANY WHICH
WILL RECEIVE CONTRACEPTIVES FROM THE
MANUFACTURERS AND SELL DIRECTLY TO COMMERCE: PHARMACIES,
SMALL STORES, MACHINES.

C. PROMOTION COMPANY TO DEVELOP NEW
PRODUCTS, TO OBTAIN FUNDS FROM INTERNATIONAL SOURCES, AND
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TO ACT AS GO-BETWEEN BETWEEN PROGRAMS, DONOR AGENCIES AND
SUPPLIERS. THIS GROUP WILL ACT AS QUALITY CONTROL
REGULATORS, EXPORT CONTRACEPTIVES.

3. THE THREE COMPANIES CAN BE PROFIT OR NON-PROFIT, HAVE
100 PERCENT PUBLIC CAPITAL, 100 PERCENT PRIVATE CAPITAL OR
ANY MIX THERE OF.

4. AID ASSISTANCE IN FUNDING THESE ACTIONS WILL BE REQUESTED DURING VISIT OF CURRAN AND OTHER IN NEAR FUTURE.

5. BACKGROUND NOTES: A. DE LA MACORRA HAS SUCCESSFUL BACKGROUND IN PRODUCT MARKETING WITH PROCTOR AND GAMBLE OF MEXICO.

B. FORD FOUNDATION VERY INTERESTED IN PRODUCT DEVELOPMENT ASPECTS. IT IS IN PROCESS OF FORMING ORGANIZATION IN WASHINGTON STATE (PIAC) WHICH MIGHT SERVE AS CHANNEL FOR FUNDING TO THIS SORT ACTIVITY.

C. MEXICANS CONFIDENT THEY HAVE MARKETING BACKGROUND AND SKILLS AND DO NOT SEEK CONTRACT ORGANIZATION TO PROVIDE ASSISTANCE THIS AREA. THEY NEED FUNDS TO DEVELOP THE ACTIVITIES LOCALLY.

D. DE LA MACORRA PLANS TO REACH 150,000 COMMERCIAL OUTLETS FIRST YEAR OPERATION, PLUS HAVE 5,000 MACHINES STRATEGICALLY LOCATED. MACHINE DONATION ALSO SOUGHT.

6. PLEASE BRIEF CURRAN AS WELL AS POSSIBLE ON WHAT AID CAN AND CANNOT FUND IN COMMERCIALIZATION EFFORT.

7. POPOFF BELIEVES PEDERSEN/THOMAS VISIT WOULD BE WORTHWHILE. THOMPSON

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Message Attributes

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